

CASCADED PROFILES FOR MULTIPLE INTERACTING ENTITIES

ABSTRACT OF THE DISCLOSURE

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Computer implemented processes and software products generate profiles of entities, such as providers, clients, merchants and customers, and entities comprising interacting pairs of entities. The processes including deriving direct profiles from transaction data pertaining to an entity and enhancing the profile of one entity using the profile of another entity. Parallel and
10 serial applications of the derive and enhance processes on various individual and multiple entities yields enhanced profiles that powerfully describe the interactions and relationship of the entities to each other, and between their members.

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